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OMB APPROVAL	
OMB Number:	3235-0123
Expires:	September 30, 1998
Estimated average burden	hours per response . . . 12.00

**ANNUAL AUDITED REPORT
FORM X-17A-5
PART III**

SEC FILE NUMBER
8-53206

FACING PAGE

Information Required of Brokers and Dealers Pursuant to Section 17 of the Securities Exchange Act of 1934 and Rule 17a-5 Thereunder

REC'D S.E.C.
MAR 1 2002

REPORT FOR THE PERIOD BEGINNING 01/01/01 AND ENDING 12/31/01
MM/DD/YY MM/DD/YY 080

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER:

NSHD Financial and Insurance Services, LLC.

OFFICIAL USE ONLY
FIRM ID. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

4001 MacArthur Blvd, Suite 300

(No. and Street)

New Port Beach,

California

92660-2508

(City)

(State)

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

Jennifer Baston

651-665-1000

(Area Code — Telephone No.)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

KPMG LLP

(Name — if individual, state last, first, middle name)

4200 Norwest Center,

Minneapolis,

Minnesota

55402

(Address)

(City)

(State)

(Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

PROCESSED

MAR 20 2002

THOMSON
FINANCIAL

FOR OFFICIAL USE ONLY

*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See section 240.17a-5(e)(2).

BB 3/19

OATH OR AFFIRMATION

I, James Peterson, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of NSHD Financial and Insurance Services, LLC, as of December 31, 19x 2001 are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

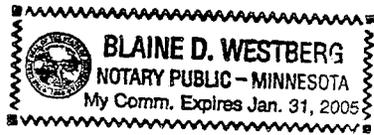
James Peterson

Signature
Vice-President of Compliance

Title

Blaine D. Westberg

Notary Public



This report** contains (check all applicable boxes):

- (a) Facing page.
- (b) Statement of Financial Condition.
- (c) Statement of Income (Loss).
- (d) ~~Statement of Changes in Financial Condition~~ Statement of Cash Flows
- (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietor's Capital.
- (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- (g) Computation of Net Capital
- (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- (i) Information Relating to the Possession or control Requirements Under Rule 15c3-3.
- (j) A Reconciliation, including appropriate explanation, of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- (k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- (l) An Oath or Affirmation.
- (m) A copy of the SIPC Supplemental Report.
- (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.
- (o) Independent Auditors' Report on Internal Accounting Controls.

**For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).



4200 Wells Fargo Center
90 South Seventh Street
Minneapolis, MN 55402

INDEPENDENT AUDITORS' REPORT

The Members

NSHD Financial and Insurance Services, LLC:

We have audited the accompanying statement of financial condition of NSHD Financial and Insurance Services, LLC (the Company) as of December 31, 2001 and the related statements of operations, changes in members' equity, and cash flows for the year then ended that is being filed pursuant to Rule 17a-5 under the Securities Exchange Act of 1934. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial condition of NSHD Financial and Insurance Services, LLC as of December 31, 2001 and the results of its operations and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was made for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in Schedule 1 is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by Rule 17a-5 under the Securities Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

KPMG LLP

February 14, 2002



NSHD FINANCIAL AND INSURANCE SERVICES, LLC
Statement of Financial Condition
December 31, 2001

Assets

Cash	\$ <u><u>68,550</u></u>
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Liabilities and Members' Equity

Liabilities:

Due to affiliate	\$ 10,000
Accounts payable	<u>600</u>
	<u><u>10,600</u></u>

Members' Equity:

Paid-in capital	75,000
Accumulated deficit	<u>(17,050)</u>
	<u>57,950</u>
	\$ <u><u>68,550</u></u>

See accompanying notes to financial statements

NSHD FINANCIAL AND INSURANCE SERVICES, LLC
Statement of Operations
For the year ended December 31, 2001

Revenues

Fee income	\$	-
Dividend income		-
		<u>-</u>

Expenses

Regulatory fees	7,050
Legal fees	9,400
Rent	600
	<u>17,050</u>

Net loss \$ (17,050)

See accompanying notes to financial statements

NSHD FINANCIAL AND INSURANCE SERVICES, LLC
Statement of Changes in Members' Equity
For the year ended December 31, 2001

	<u>Securian</u>	<u>Outside Owner</u>	<u>Total</u>
Balance at December 31, 2000	\$ 0	\$ 0	\$ 0
Capital contributions	62,500	12,500	75,000
Net loss	<u>(4,550)</u>	<u>(12,500)</u>	<u>(17,050)</u>
Balance at December 31, 2001	<u>\$ 57,950</u>	<u>\$ 0</u>	<u>\$ 57,950</u>

See accompanying notes to financial statements

NSHD FINANCIAL AND INSURANCE SERVICES, LLC
Statement of Cash Flows
For the year ended December 31, 2001

Cash flows from operating activities:	
Net loss	\$ (17,050)
Adjustments to reconcile net loss to net cash used in operating activities:	
Increase in accounts payable	600
Increase in due to affiliate	<u>10,000</u>
Net cash used in operating activities	(6,450)
Cash flows from financing activities:	
Capital contributions	<u>75,000</u>
Increase in cash	68,550
Cash at beginning of year	<u>0</u>
Cash at end of year	<u><u>\$ 68,550</u></u>

See accompanying notes to financial statements

NSHD FINANCIAL AND INSURANCE SERVICES, LLC

Notes to Financial Statements

December 31, 2001

(1) Nature of Business

NSHD Financial and Insurance Services, LLC (the Company) was formed as a Limited Liability Company on July 10, 2000. The Company is a joint venture between Securian Financial Services, Inc., a minority unit holder, and a certain outside party. Securian Financial Services, Inc. owns 5 class B units, which represent 49% of the voting rights in the Company, and one outside owner owns 95 class A units, which represent 51% of the voting rights.

The Company was formed to offer financial and estate planning services and seminars to the public and appropriate professional firm clients. The Company will ultimately aid in the sale of insurance and investment products to their clients. The Company is a registered broker-dealer in securities under the Securities and Exchange Act of 1934.

The Company's results of operations may not be indicative of the results that might be obtained had it operated independently.

(2) Use of Estimates

The preparation of the financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make certain estimates and assumptions that affect the reported amounts of assets and liabilities, including reporting or disclosure of contingent assets and liabilities, as of the balance sheet date and the reported amounts of revenues and expense during the reporting period. Actual results could differ from those estimates.

(3) Related Party Transactions

The Company will pay Securian Financial Services, Inc. for allocated legal and other consulting expenses incurred to form the Company and obtain all regulatory approvals required to operate the business. For the year ended December 31, 2001, Securian Financial Services, Inc. allocated expenses of \$10,000 to the Company. At December 31, 2001, \$10,000 was payable to Securian Financial Services, Inc.

(4) Income Taxes

Because the Company is a limited liability company, it is treated as a partnership for tax purposes. Under this arrangement, taxes are not assessed at the partnership level, but any tax benefit or expense is passed through to its owners based on each owner's distributive share.

NSHD FINANCIAL AND INSURANCE SERVICES, LLC

Notes to Financial Statements, Continued

(5) Net Capital Requirements

Pursuant to the net capital provisions of Rule 15c3-1 of the Securities and Exchange Commission, the Company is required to maintain a minimum net capital as defined under such provisions. Net capital and the related net capital ratio may fluctuate on a daily basis. At December 31, 2001, the Company had net capital and net capital requirements of \$57,950 and \$5,000, respectively. The Company's net capital ratio (ratio of aggregate indebtedness to net capital) was .18 to 1 at December 31, 2001.

(6) Rule 15c3-3

The Company is exempt from Rule 15c3-3 of the Securities and Exchange Commission under subsection (k). Under this exemption, the "Computation for Determination of Reserve Requirements" and "Information Relating to the Possession or Control Requirements" are not required.

Schedule 1

NSHD FINANCIAL AND INSURANCE SERVICES
Computation of Net Capital Under Rule 15c3-1
of the Securities Exchange Commission
as of December 31, 2001

Member's Equity	\$ 57,950
Deduction: Non-allowable asset	<u>0</u>
Net capital before haircuts on securities	57,950
Haircuts on securities	<u>0</u>
Net capital	<u>\$ 57,950</u>
Total aggregate indebtedness	<u>\$ 10,600</u>
Net capital	\$ 57,950
Minimum capital required to be maintained (the greater of \$5,000 or 1/8 of aggregate indebtedness of \$10,600)	<u>5,000</u>
Net capital in excess of requirements	<u>\$ 52,950</u>
Ratio of aggregate indebtedness to net capital	<u>0.18</u>

There were no differences in the computation of net capital or aggregate indebtedness between the amounts included in Part IIA of Form X-17A-5 (as amended) and the above computations.

See accompanying independent auditors' report



4200 Wells Fargo Center
90 South Seventh Street
Minneapolis, MN 55402

INDEPENDENT AUDITORS' REPORT ON INTERNAL ACCOUNTING CONTROL REQUIRED BY SEC RULE 17a-5

The Members

NSHD Financial and Insurance Services, LLC:

In planning and performing our audit of the financial statements and supplemental schedule of NSHD Financial and Insurance Services, LLC (the Company) for the year ended December 31, 2001, we considered its internal control, including control activities for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on internal control.

Also, as required by Rule 17a-5(g)(1) of the Securities and Exchange Commission (the SEC), we have made a study of the practices and procedures followed by the Company, including tests of compliance with such practices and procedures that we considered relevant to the objectives stated in Rule 17a-5(g), in making the periodic computations of aggregate indebtedness and net capital under Rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of Rule 15c3-3. Because the Company does not carry security accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following: 1. making quarterly securities examinations, counts, verifications, and comparisons; 2. recordation of differences required by Rule 17a-13; 3. complying with the requirements for prompt payment for securities under Section 8 of Regulation T of the Board of Governors of the Federal Reserve System.

The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the SEC's above-mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable, but not absolute, assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in accordance with accounting principles generally accepted in the United States of America. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control or the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of internal control or the practices and procedures to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.





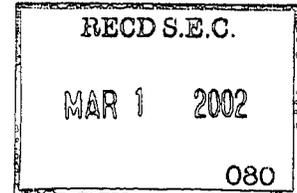
Our consideration of internal control would not necessarily disclose all matters in internal control that might be material weaknesses under standards established by the American Institute of Certified Public Accountants. A material weakness is a condition in which the design or operation of the specific internal control components does not reduce to a relatively low level the risk that error or fraud in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. However, we noted no matters involving internal control, including control activities for safeguarding securities, that we consider to be material weaknesses as defined above.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures were adequate at December 31, 2001 to meet the SEC's objectives.

This report is intended solely for the information and use of the Members, management, the SEC, and other regulatory agencies that rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and is not intended to be and should not be used by anyone other than these specified parties.

KPMG LLP

February 14, 2002



NSHD FINANCIAL AND INSURANCE SERVICES, LLC

**Financial Statements with Supplementary
Information and Independent Auditors' Report
on Internal Control**

December 31, 2001